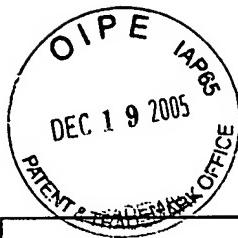




IHW



# SCHEEF & STONE, L.L.P.

*Legal counsel based on solid principles.*

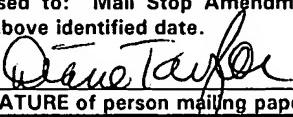
## CERTIFICATE OF MAILING UNDER 37 CFR § 1.8

Date of Mailing: December 12, 2005

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the above identified date.

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December 12, 2005

DOCKET NUMBER: 1643.104

Mail Stop Amendment  
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P.O. Box 1450  
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Sir:

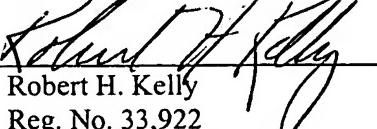
In re: U.S. Serial No. 10/773,894  
Inventors: David J. Edmondson and Mark C. Hill  
Title: **Apparatus, and Associated Method, for Dynamically Pricing Content Responsive to Quantitative Demand Indicia**

Enclosed please find:

- Information Disclosure Statement;
- Form PTO/SB/08A; and
- Return post card

Respectfully submitted,

By:

  
Robert H. Kelly  
Reg. No. 33,922  
Attorney for Applicant

SCHEEF & STONE, L.L.P.  
5956 Sherry Lane, Suite 1400  
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Tel: (214) 706-4201  
Fax: (214) 706-4242

ATTY DOCKET NO.  
^ 1643.104

PATENT  
Customer ID No. 52529



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

DAVID J. EDMONDSON AND MARK C. HILL

APPARATUS, AND ASSOCIATED METHOD, FOR DYNAMICALLY PRICING  
CONENT RESPONSIVE TO QUANTITATIVE DEMAND INDICIA

U.S. Serial No.: 10/773,894

Filed: FEBRUARY 6, 2004

Group Art Unit: 3639

Examiner: NELSON, FREDA ANN

Atty. Docket No. 1643.104

Mail Stop Amendment  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

Pursuant to the duty of disclosure under 37 C.F.R. §1.56, Applicant submits this statement. This submittal is made in accordance with 37 C.F.R. §§1.97 and 1.98, and §609 of the Manual of Patent Examining Procedure. The patents, publications and other information herein are listed below and on the attached Form PTO-1449.

Each of the references listed below was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement.

**PATENT DOCUMENTS**

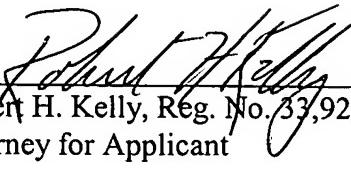
US 2003/0023505	01/30/2003	Eglan, et al.
US 6,631,413	07/10/2003	Aggarwal, et al.
US 6,856,967	02/15/2005	Woolston, et al.
US 6,678,663	01/13/2004	Mayo
US 2002/0116348	08/22/2002	Phillips, et al.

ATTY DOCKET NO.  
1643.104

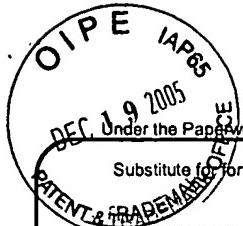
PATENT  
Customer ID No. 52529

Respectfully submitted,

Date: 12 Dec 05

  
\_\_\_\_\_  
Robert H. Kelly, Reg. No. 33,922  
Attorney for Applicant

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Tel: (214) 706-4200  
Fax: (214) 706-4242



PTO/SB/08A (04-03)

Approved for use through 04/30/2003. OMB 0651-0031  
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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

**(Use as many sheets as necessary)**

Sheet

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of

Complete if Known	
Application Number	10/773,894
Filing Date	February 6, 2004
First Named Inventor	David J. Edmondson
Art Unit	3639
Examiner Name	Nelson, Freda Ann
Attorney Docket Number	1643.104

**U. S. PATENT DOCUMENTS**

## **FOREIGN PATENT DOCUMENTS**

Examiner Signature		Date Considered	
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**\*EXAMINER:** Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. **Applicant's unique citation designation number (optional).** <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.